

City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 19, 2018

TO: CHAIRWOMAN AND MEMBERS OF THE PLANNING COMMISSION

FROM: KARL MORITZ, DIRECTOR, PLANNING AND ZONING

SUBJECT: MORGAN PROPERTIES COORDINATED SIGN SPECIAL USE PERMIT

Background:

The applicant, Morgan Properties Management Company, LLC has submitted a coordinated sign Special Use Permit request to be considered at the December 2018 Planning Commission and City Council hearings. The special use permit request covers the residential neighborhoods of Stoneridge at Mark Center, Brookdale at Mark Center, Lynbrook at Mark Center and Willow Run at Mark Center, along with the commercial area of the Shops at Mark Center (see Attachment 1 for a map).

Morgan Properties, a Pennsylvania-based owner-operator of multifamily rental properties, purchased the JBG Smith Mark Center portfolio of residential and retail properties in August 2017, and these communities collectively include 2,600 multifamily units over 150 acres, as well as the 63,000 square foot retail center. As part of this purchase, Morgan Properties has undertaken a round of renovations to the properties and the coordinated sign special use permit request is part of the process to request uniform and updated signage across their local portfolio.

The applicant initially submitted two special use permit applications, one application for the Shops at Mark Center and a second application to encompass all the residential properties (Stoneridge, Brookdale, Lynbrook, and Willow Run). However, to better review, condition and enforce signage across different residential neighborhoods, staff divided the residential neighborhoods into their own individual special use permits to ensure greater ease of administration and review. As such, the following Special Use Permit numbers were assigned:

- Shops at Mark Center: SUP #2018-0097
- Willow Run at Mark Center: SUP #2018-0098
- Brookdale at Mark Center: SUP #2018-0107
- Lynbrook at Mark Center: SUP #2018-0108
- Stoneridge at Mark Center: SUP #2018-0109

While each special use permit request was analyzed separately and includes its own site history, proposal, and zoning analysis, staff's analysis and justification of the applicant's request is consistent

across the five special use permits. While each neighborhood has unique site design and signage needs, similarities across the City's West End, such as a larger development typology, primarily vehicular traffic (at this point in time), and the need for additional wayfinding to ensure safety, was consistent across the portfolio of properties reviewed.

Staff:

Karl Moritz, Director, Planning & Zoning

Anthony LaColla, Division Chief, Land Use Regulatory Services, Department of Planning & Zoning

Ann Horowitz, Principal Planner, Planning & Zoning

Sara Brandt-Vorel, Urban Planner, Planning & Zoning

Attachment 1: Map of the Morgan Properties Coordinated Sign Special Use Permit Request

